



VENICE
B E A C H
BID

C L E A N & S A F E

Tara Devine
Chief Executive Officer

August 6, 2018

Cwennen Corral
Director of Operations

Holly L. Wolcott
City Clerk
Office of the City Clerk
200 North Spring Street
Room 224
Los Angeles, CA 90012

Board of Directors

Mark Sokol
President
Hotel Erwin

RE: 2nd Quarter Report – April 1, 2018 – June 30, 2018 (Q2 2018)

Steve Heumann
Treasurer
Sidewalk Enterprises

Dear Ms. Wolcott:

Jeremy Weinstein
Secretary
NSB Associates

On behalf of the Board, I would like to present the **Q2 2018** report and financial expenditures as required by **Contract #C-129375** between the City of Los Angeles and the Venice Beach Property Owners Association (VBPOA) related to its administration of the Venice Beach Business Improvement District (VB BID) and its programs.

Connie Brooks
Resident,
Property Owner

Q2 2018 ACTIVITIES

Jay Goodfader
RMJD Partnership, Resident,
Property Owner

Q2 activities principally related to the launch of the BID Clean and Safe Programs, recruitment, hiring and training, development and finalizing of the BID logo, uniforms, decals, etc., facilities setup and the opening of the BID office, the debut of the BID website and additional communications enhancements, the addition of new lines of insurance, the coordination of our three (3) Board of Directors meetings (**4/13/2018, 5/11/2018, 6/13/2018**) and the addition of monthly financial reports to our Board meetings.

Jack Hoffmann
Resident,
Property Owner

Matt Moore
Venice Beach
Suites & Hotel

- 1) Clean & Safe Programs
 - Convene meetings w/ Safe Team vendor (Allied Universal) and/or Clean Team vendor (Chrysalis Enterprises) on **4/9/2018, 4/13/2018, 4/16/2018, 4/18/2018, 4/20/2018, 4/23/2018, 5/1/2018, 5/8/2018, 5/15/2018, 5/22/2018, 5/30/2018, 6/6/2018, 6/20/2018** and **6/27/2018** to discuss preparation for the launch of clean and safe programs, and, beginning in mid-May, the launch and refinement of those programs.
 - Safe Team manager interviews, which began in Q1 2018, continued with several additional rounds of candidates in **April 2018**. Safe Team manager Azucena Vela was selected in **late April 2018**.
 - Allied Universal Job Fair #2 (local hiring) event was held at Allied Universal's West LA Branch office on **4/17/2017**.
 - Radio system installation and setup was completed on **4/27/2018**.



C L E A N & S A F E

Tara Devine
Chief Executive Officer

Cwennen Corral
Director of Operations

Board of Directors

Mark Sokol
President
Hotel Erwin

Steve Heumann
Treasurer
Sidewalk Enterprises

Jeremy Weinstein
Secretary
NSB Associates

Connie Brooks
Resident,
Property Owner

Jay Goodfader
RMJD Partnership, Resident,
Property Owner

Jack Hoffmann
Resident,
Property Owner

Matt Moore
Venice Beach
Suites & Hotel

- Phone setup was completed on **4/24/2018** and internet setup was completed on **4/27/2018**.
- Identify anticipated trash volume, obtain receptacles and service agreement (**April 2018**)
- Finalize initial patrol routes for Safe Team and sweeper routes for Clean Team (**April – May 2018**)
- Soft launch of clean and safe services on **5/14/2018**; begin taking service calls on **5/16/2018**.
- Prioritize cleaning, sticker and graffiti removal for traffic, parking and other critical navigation signs in the BID. Identify a list of signs too vandalized or damaged to rehabilitate and submit a detailed list of 31 street signs to the City to request their repair or replacement (**5/30/2018**.)
- In **June 2018**, the first full month of service, the BID's Clean Team removed 1617 bags of trash, 440 graffiti tags, 65 bulky items and conducted 106 hours of pressure washing. The Safe Team resolved 81 incidents, 5 requests for medical assistance and intervened in 25 conflicts that were violent or had the potential to become violent. The Safe Team escorted 16 people to their destinations, responded to 6 noise complaints, and assisted in the rescue of a kitten from a storm drain.

2) District Identity & Special Projects

- Mailing list communications (email): Safe Team Job Fair #2 announcement (**4/4/2018**), April Board Meeting announcement and agenda (**4/10/2018**), May Board Meeting announcement and agenda (**5/8/2018**), BID website launch announcement (**5/8/2018**), June Board Meeting date change announcement (**6/5/2018**) and agenda (**6/10/2018**). Mailing list communications (postal mailing to all owners in the BID): clean and safe program launch announcement (**late May 2018**.)
- Marketing & design team meetings held on **4/12/2018** to finalize initial BID website layout and content. The BID website went live for use and testing on **4/19/2018**. Additional pages were added to the website on **5/3/2018**. The BID touted the launch of the website in a Mailchimp bulletin to the BID mailing list on **5/8/2018**.
- BID vehicle decals were finalized on **4/17/2018**.
- BID uniforms were finalized on **4/23/2018**.
- Business card design was completed on **5/4/2018**. Letterhead design was completed on **6/4/2018**. Email auto-signature design completed on **6/26/2018**.
- Field media inquiries
- Respond to ongoing property owner, business owner and public inquiries



C L E A N & S A F E

Tara Devine
Chief Executive Officer

Cwennen Corral
Director of Operations

Board of Directors

Mark Sokol
President
Hotel Erwin

Steve Heumann
Treasurer
Sidewalk Enterprises

Jeremy Weinstein
Secretary
NSB Associates

Connie Brooks
Resident,
Property Owner

Jay Goodfader
RMJD Partnership, Resident,
Property Owner

Jack Hoffmann
Resident,
Property Owner

Matt Moore
Venice Beach
Suites & Hotel

3) Administration & Management

- Conduct Board of Directors meetings on **4/13/2018, 5/11/2018 and 6/13/2018** at Mishkon Tephilo (a nonprofit located within the BID.) Develop, review and produce agenda and other materials, agenda publication and on-site posting, meeting space setup/cleanup process, procurement of meeting equipment and light refreshments, etc. The Venice Beach BID has unusually high attendance. We have averaged 25+ attendees at each Board meeting, not including Board and staff.
- Complete a series of repairs and improvements required for office and crew space (**April – June 2018**)
- Complete utilities setup (**April – May 2018**)
- Office cleaning and move-in (**5/7/2018 – 5/13/2018**)
- Obtain additional lines of insurance necessary for launch of clean and safe operations and hiring of staff (**April 2018**)
- Setup payroll and direct deposit (**May 2018**)
- Obtain printer, copier and service agreement (**6/21/2018.**)
- Respond to all City correspondence/requests
- Setup various BID infrastructure and systems, develop workflows and processes as needed
- Manage/oversee IT setup and growth
- Accounting, banking and bill pay (invoice processing)
- Manage legal services
- Research best practices as required
- Oversee production of financial reports
- Complete BID quarterly reports
- Manage day-to-day administrative matters and support to the Board of Directors

Attached please find our quarterly financial report for Q2 2018.

Sincerely,

A handwritten signature in black ink, appearing to be 'Tara Devine', written over a light blue grid background.

Tara Devine
CEO

Enclosure

Venice Beach BID
Annual Limits & Year-To-Date Totals
Quarter Ending June 2018

BUDGET CATEGORIES	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Revenue & General Benefit	1,868,761	-	-	-		
Clean & Safe Programs	1,365,744		226,013	242,744	1,123,000	
District Identity & Special Projects	126,685		25,382	49,053	77,632	
Administration & Management	376,332		102,097	217,277	159,055	
TOTAL EXPENSES	1,868,761	-	353,492	509,074	1,359,687	

Other Income (Not included above)

Penalty Income	-
Interest Income (From LA City)	-
Misc. Income	797
Total Other Income as of 6.30.18	<u><u>797</u></u>